

DERWENT-ACC-NO: 1998-425497  
DERWENT-WEEK: 199836  
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TITLE: Method of selecting audio-clips for playing during visual presentation of web pages - using software to select set of advertisements in form of audio clips to rotate for presentation based on search criteria

PATENT-ASSIGNEE: INT BUSINESS MACHINES CORP[IBMC]

PRIORITY-DATA: 1998RD-0411109 (June 20, 1998)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
<u>RD 411109 A</u>	July 10, 1998	N/A	001	G06F 000/00

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO	APPL-DATE
RD 411109A	N/A	1998RD-0411109	June 20, 1998

INT-CL\_ (IPC): G06F000/00

ABSTRACTED-PUB-NO: RD 411109A

BASIC-ABSTRACT: Software, such as JAVA applets, executes a software algorithm to determine which audio clip will be played, in a manner similar to the current rotation of video advertisements in the form of GIF bit-map displays. For example, this method may be implemented in an (EYP) Electronic Yellow Pages application providing an EYP user interface through which search criteria are entered. When a set of listings is chosen, the software of the present method chooses a set of advertisements in the form of audio clips to rotate for presentation base on the search criteria.

The audio clip is chosen, for example, as based on the yellow page category and location, so that the audio advertisement is targeted to the appropriate audience. Thus, the algorithm uses information entered by the user to help in the determination of which audio clips are chosen. The algorithm can also include a bias for playing audio listings for which merchants have bought a premium service.

USE - For adding custom audio clip to World-Wide Web page in dynamic manner at time of execution for program presenting Web page.

ADVANTAGE - Contrasts with use of audio clips on Web pages today, in which single audio clip is either automatically played when Web page is selected, or in which single audio clip is played when it is selected by user.

CHOSEN-DRAWING: Dwg.0/0

TITLE-TERMS:

METHOD SELECT AUDIO CLIP PLAY VISUAL PRESENT WEB PAGE SOFTWARE SELECT SET  
ADVERTISE FORM AUDIO CLIP ROTATING PRESENT BASED SEARCH CRITERIA

DERWENT-CLASS: T01 W04

EPI-CODES: T01-H07C3D; T01-J05A; T01-J18; W04-V04;

SECONDARY-ACC-NO:

Non-CPI Secondary Accession Numbers: N1998-332217